



PGE Renewable Power

Managing and growing the nation's leading
residential green pricing program



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Background/Current Status

- Oregon's largest IOU with >767,000 customers
- PGE ranked #1 in U.S. for residential sales (by volume)
 - #2 overall, with more than 48,000 customers enrolled (>5% of customers)
 - A ten-fold increase in customers since 2001
 - More than 34 aMW of renewables sold annually
- Renewable Power has highest customer awareness of any PGE retail product (>70%)
- Those aware of green offers are more satisfied with PGE (75% vs. 65%)



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Residential & Small Non Residential Green Program Overview

- Program basics mandated under Oregon law.
Utility oversight provided by 3rd Party
Committee & OPUC
- Law requires third party assistance for
Marketing and Supply
- More than 50 of PGE's largest C&I customers
participating our Clean Wind program for
business (Intel, IBM, Toyota, Xerox...)



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Renewable Power for All Customers

Three renewable Power Options for our residential and very small business customers:

- Clean WindSM
- Green SourceSM
- Habitat Support (can be added to main options)

One renewable Power option to our mid to large size Commercial and Industrial customers:

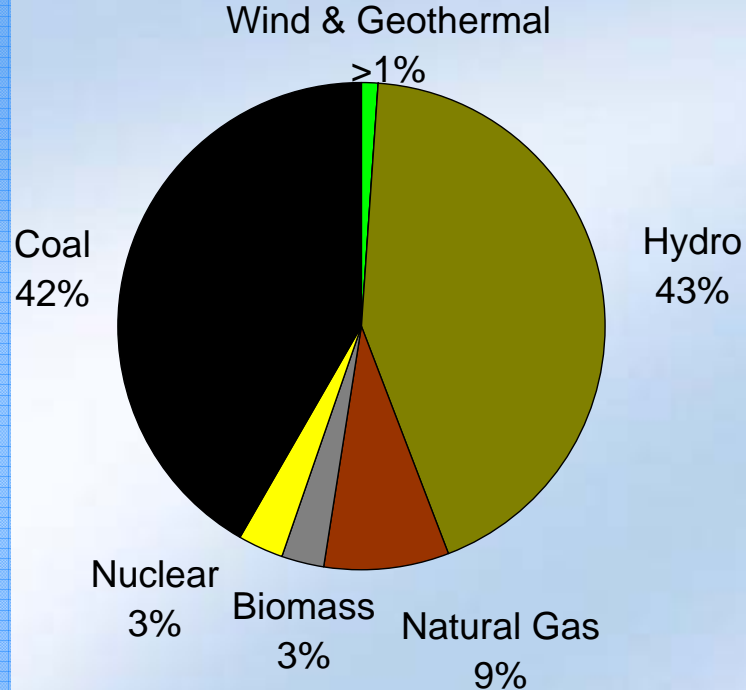
- Clean WindSM



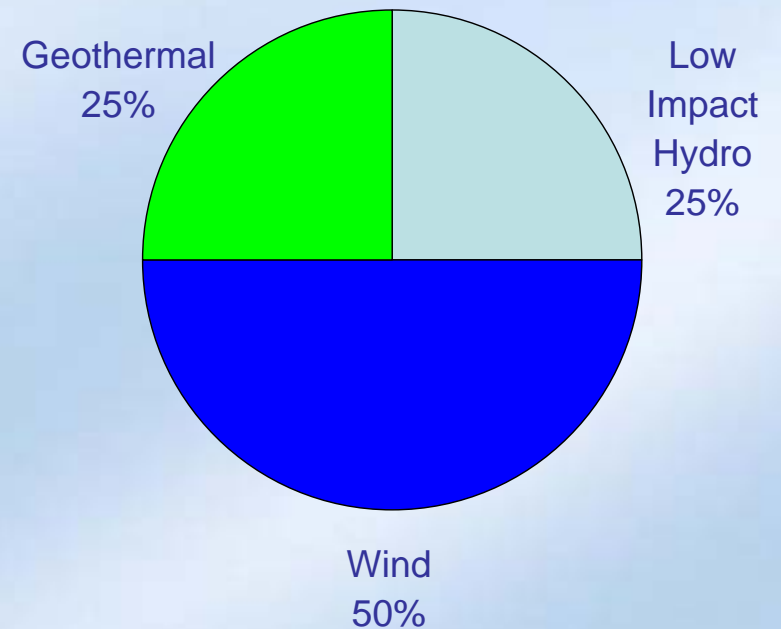
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Renewable power vs. Basic power

**Oregon Electricity
Mix**



**PGE Green Source
Power Mix**



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Source: Oregon Office of Energy, 2002 data.

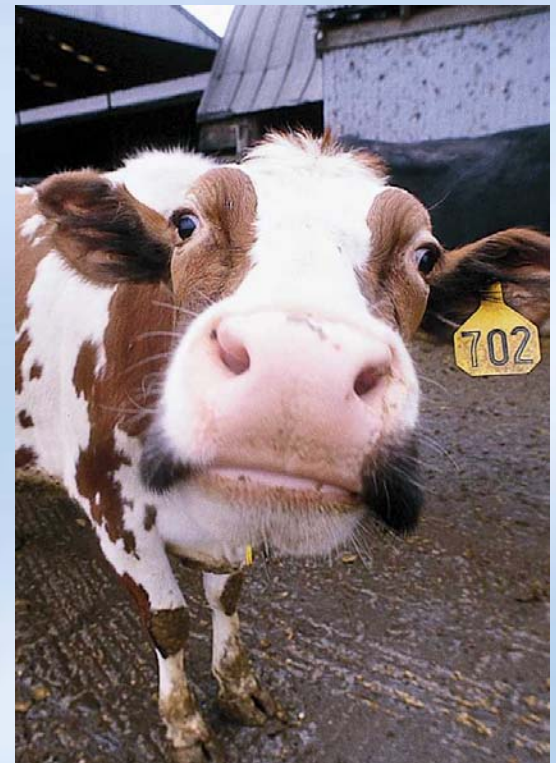
PGE additional renewable power sources

Biomass (conversion of biological materials to Energy)

10% of Green Source product will be wood waste biomass in 2007

PGE "BioGas"

Methane from cow manure burned to run generator



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Commercial and Industrial Clean Wind program

- Clean Wind REC's currently provided by Bonneville Environment Foundation
- Marketed primarily through PGE Key Customer Managers and advertisements in major newspapers



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**WE'D LIKE TO THANK
THE FOLLOWING CUSTOMERS
FOR CHOOSING CLEAN,
RENEWABLE ENERGY.**

Clean Wind™ provides your organization with a simple way to demonstrate your concern for the environment and commitment to renewable energy in Oregon. We have more than 47,000 customers who purchase renewable power from PGE and look to local businesses as leaders in the effort to help keep Oregon clean.

100% Clean Wind

City of Hillsboro Civic Center	North Portland Veterinary Clinic	PAE Consulting Engineers, Inc.	Providence Newberg Medical Center
Metro South Hazardous Waste Facility	Organically Grown Company	LifeSource Natural Foods	Metro Latex Paint Recycling Facility
Glumac	Burgerville	Stoller Vineyards	The Joinery
	Yahoo!	KEEN Footwear	

Patrons

EPSON Portland, Inc.	Laurelhurst Theater & Pub	American Honda
Oregon Department of Energy	Siltronix Corp.	Motor Company, Inc.
Lake Oswego Water Treatment Plant	McMenamins Breweries	Metro Solid Waste & Recycling
Toyota Motor Sales USA, Inc.	Norm Thompson	Boise White Paper, L.L.C.
Temp-Control Mechanical Corp.	Torpet L.L.C.	Sunset Athletic Club
Lewis & Clark College	Staples, Inc.	Vernier Software and Technology
	Intel	Sunshine Dairy

Sponsors

Kinko's	Inner City Properties	Grand Central Baking Company
Multnomah County	Paper Zone	New Seasons Market
Food Front Cooperative Grocery	Miller Paint	Suburban Door Company
The Standard	ECO Car Wash	Sokol Blower Winery
Simson Lumber	Pizzicato Pizza	Parr Lumber
Xerox	YOLO Colorhouse	Rodda Paint
	Portland Roasting	Wild Oats
	ESCO	

Portland General Electric congratulates the pioneering companies listed above for their support of renewable power from PGE. Supporting Clean Wind is easy and affordable. To find out how you can reap the benefits of Clean Wind and learn more about specific program details, call 503-464-2035 or write to renewable@pge.com.

WWW.PORTLANDGENERAL.BIZ/CLEANWIND

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Program Marketing Basics

- Collaborative approach between GME and PGE provides integrated “Multi-Touch” marketing
- Sales/Marketing channels include Direct Sales at Events & Storefronts, Bill Inserts, Bangtails, Courtesy Knock, Web & Phone
- Cooperative marketing opportunities with business renewable customers proving successful.



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Internal Support is Key

- Corporate Communications Departments are key partners: **make the connection between increased awareness and customer satisfaction scores clear to them!**
- Work with other departments/teams to raise internal awareness around these options and the increased customer satisfaction.
- Use relationship building techniques and share the success to engage Customer Care Center and other internal operations personnel who will contribute to the success of the programs.



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Marketing Costs

- PGE program budgets typically ~\$0.50 per residential customer served
- In 2006 new residential acquisitions typically in the >\$50 range
- Ranked in order of cost: Bangtails are lowest cost acquisitions, Direct Mail and Courtesy Knock are the most expensive
- Cooperative marketing opportunities with local business customers buying renewables is proving successful



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Residential + business customers = Green Community.

Fostering sense of community
Tactics to tie in businesses and residents

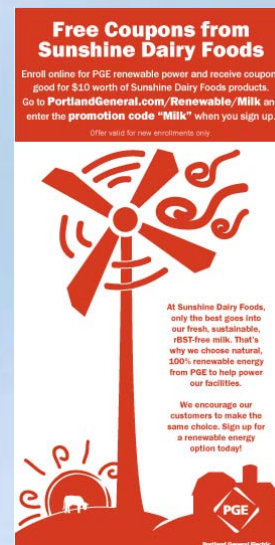
- Coupon books: Sent annually to thank all renewable customers
- Direct sales packet for businesses
- Tool Kit CD for businesses to publicize their support to their customers



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Opportunities to Co-Market with Customers

- Sunshine Dairy, a renewable C&I customer, has publicized its purchase of renewable power on its packaging.
- Together, Sunshine and PGE are working to enroll new residential customers with coupon incentives.



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Opportunities to Co-Market with Customers

Burgerville, a popular fast food chain supporting local, sustainable ingredients has been a fantastic partner

- Our most successful event - The Bite of Oregon summer 2006 -
- Tabled in Burgerville during wet months



**Sign Up for a PGE
Renewable Energy
Option Today
and Receive a
\$10 Gift Card
From Burgerville!**



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Salem Green Power Challenge

Five month challenge June - November 2006

- City proclaimed June Energy Independence Month
- Goal of +500 customers

Marketing Opportunities

- Public Relations
- Direct mail to Salem
- Increased Courtesy Knock in untapped market
- New angle for business customers



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Investing in the Community

Solar Pioneer Project

- First state capitol to be illuminated by solar power
- Interactive kiosk inside

Habitat for Humanity

- New Columbia project
- 1.1 kilowatts
- 1/3 of single family home's energy need



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Investing in the Community

Solar for Schools

- Solar arrays on 10 school rooftops
- Students learn about science from renewable energy



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Advertising

Focus on low cost for residential market and PR opportunities for business market

- Pricing print ad
- Business advertorial

Record numbers plug into PGE renewable power



A PGE MESSAGE FROM PORTLAND GENERAL ELECTRIC

One of the things Oregonians say they care deeply about is protecting our pristine natural environment. Proof of that is the growing enrollment in PGE's renewable power program. With more than 46,000 customers, PGE has the largest renewable power program in the nation.

Importantly, enrollment goes beyond residential customers. Businesses, many of whom rely on much more power than residential customers, are also committing to clean renewable energy in record numbers. "Supporting PGE renewable energy is an easy way to add to our sustainable efforts," said Cinnamon Chesser, owner of Presents of Mind on SE Hawthorne, whose business just recently signed up for renewable power.

It's a philosophy shared by an increasing number of area businesses – supporting efforts important to the community, especially environmental stewardship, is an important part of any business plan. Becky White, of the Holistic Pet Vet Clinic, cites air quality as a key motivator to join the renewable ranks. "PGE gave me the statistics – the combined use of PGE renewable power last year alone saved the equivalent of 70,000 metric tons of carbon dioxide from being emitted into the atmosphere. White also noted, "That's the equivalent benefit of planting 10 million trees!"

Learn more about other PGE renewable business customers at PortlandGeneral.com/Renewable

*2005 NREL rank for residential customers

SUPPORT THE BUSINESSES THAT SUPPORT RENEWABLE POWER

Beyond enrolling in renewable power yourself, a great way to join the sustainable movement is to support area firms that use renewable energy to power their business. Head to PortlandGeneral.com/Renewable and you'll see an expanded listing of PGE renewable power business customers.



Make a difference, enroll in PGE renewable power

More information about PGE's renewable power program, including a simple online enrollment form, is available at PortlandGeneral.com/Renewable. You can also get more information by calling PGE at 503-228-6322 or 1-800-542-8818 outside the Portland area.

BY THE NUMBERS

Every community PGE serves contributes to renewable power, but which have the most renewable customers within PGE's service territory? These two lists break it down (ranked by percentage of renewable power customers in that area).

Top Cities
1. Lake Oswego
2. Portland
3. West Linn
4. Brightwood
5. Beaverton
6. Government Camp
7. Sherwood
8. Tualatin
9. Hillsboro
10. Oregon City

Top Portland Zip Codes
1. 97227
2. 97215
3. 97214
4. 97232
5. 97210
6. 97202
7. 97230
8. 97219
9. 97201
10. 97239

RENEWABLE BUSINESS PROFILE:

Ron Tonkin Family of Dealerships

As a local family-owned business, the Ron Tonkin Family of Dealerships prides itself on understanding the communities they serve – and supporting efforts important to them, like environmental responsibility.

That's why a portion of Tonkin's dealership network purchase renewable energy from PGE. Supporting renewable power is part of a dedicated sustainable effort by the company, which is the only dealership in the country to offer a dedicated alternative fuel vehicle division.



Tonkin, a PGE renewable customer, is also the nation's only dealership with an alternative fuel vehicle division.

"We recognize the need to preserve and enhance our environment, and we have a genuine commitment to make a difference," said Ed Tonkin. "We grew up here, went to school here, and work here. So it's important to us that we help take care of this place, it's as simple as that," Tonkin added. PGE also supports their business customers, like Tonkin, with a promotional program. "We want to do as much as we can to help promote businesses' use of PGE renewable power, through decals, signage, online recognition, etc.," said Thor Hinckley, Manager of PGE's Renewable Power program. "It helps them attract like-minded customers, and continues to build the momentum that results in greater use of renewable power – so everybody wins."

Learn more at Tonkin.com

Amazing how spending 12¢ a day can make you richer.

Renewable power is one investment that pays off the instant you sign up. By protecting the environment, reducing air pollution and supporting local communities. And since switching to wind power starts at just **\$3.50** a month, we can all afford a richer existence.

To sign up visit PortlandGeneral.com/Renewable or call 800-542-8818.

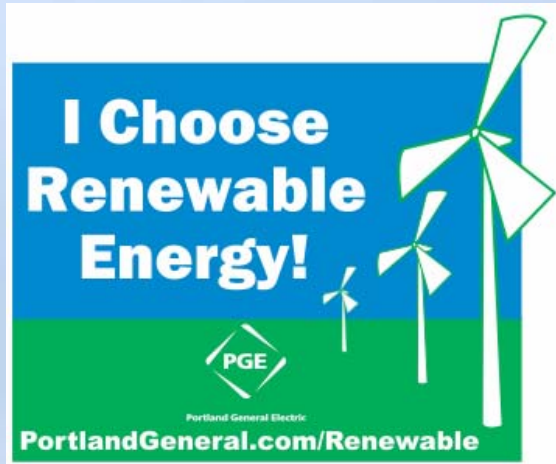


Klondike wind farm in Eastern Oregon



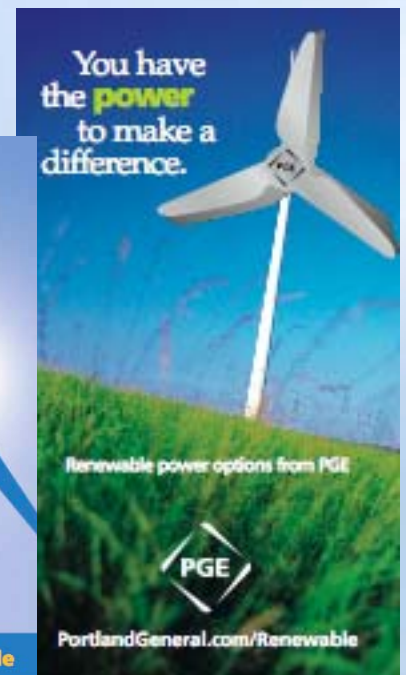
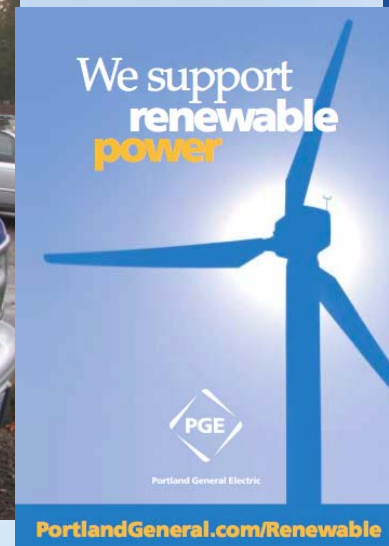
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Spreading the word



Visible support in the community

- Biodeisel van wrap
- Turbine lapel pins
- Window decals
- Bumper Magnets



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New for 2007: Fixed Rate and Renewable Combo

January 1, 2007, PGE will introduce Renewable FutureSM

Renewable and predictable power

100% wind power PLUS a fixed electricity rate until 2012

Powered by Klondike II wind farm in
Eastern Oregon

Higher monthly rate to start, but will
not change for 5 years



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We Have the **Power** to Make a Difference



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